

**City of Rochester**  
**Neighbors Building Neighborhoods (NBN2)**  
**Sector 1 Action Plan**

GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
1. Promote development within the community by providing adequate parking, a consistent look or facade and by neutralizing barriers that may negatively impact this effort.	1. Promote business development in the community such that existing businesses and residents will be impacted positively.	1. Revise commercial zoning code to control future development of businesses deemed undesirable (i.e. head or sex shops).	LEAD: Department of Community Development (DCD) SUPPORT: Sector, NET COMMUNITY RESOURCE: Harbortown Business Association
	2. Develop a common harbor look for the businesses along Lake Avenue.	1. Review the current Overlay District to ensure it includes appropriate guidelines (Stutson Street to Beach Avenue along Lake Avenue).	LEAD: DCD SUPPORT: Sector
2. Improve transportation to and from Ontario Beach Park and the Charlotte area to accommodate the anticipated increase in visitors to the community.	1. Improve traffic infrastructure between Charlotte and the other parts of the city and county to handle anticipated increase flow of visitors.	1. Work with the City of Rochester and Regional Transit Authority to brainstorm ideas.	LEAD: Sector SUPPORT: Department of Environmental Services (DES), NET COMMUNITY RESOURCE: County of Monroe, Regional Transit Service (RTS), Ontario Beach Park Program Committee (OBPPC)
		2. Develop a transportation plan to accommodate event traffic.	LEAD: Sector COMMUNITY RESOURCE: OBPPC
3. Create an attractive environment that encourages current residents and businesses to remain while attracting new businesses and home purchases.	1. Increase adherence to parking regulations and improve property maintenance by residents and businesses along Lake Avenue.	1. Ensure that the Zoning Ordinance Update addresses issues in the new plan and continues to work with residents and businesses in the community.	LEAD: DCD SUPPORT: NET, Sector COMMUNITY RESOURCE: Harbortown Business Association

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		2. Work with City of Rochester to target repeat offenders for enforcement action.	LEAD: NET SUPPORT: Sector
	2. Ensure that all residents, renters and business owners comply with a code of conduct for the neighborhood.	1. Continue process to create code of conduct letters for various neighborhoods in the community.	LEAD: Sector SUPPORT: NET
	3. Investigate storage of motor homes and boats on residential property for legality and conformance with city code.	1. Publish an article in the Charlotte Community Newsletter explaining the conditions under which storage is or is not in compliance with city code.	LEAD: Sector SUPPORT: NET
	4. Establish a communication system to be used and outside of Charlotte.	1. Develop a brochure that illustrates the highlights of Charlotte.	LEAD: Sector SUPPORT: NET
4. Ensure a safe residential and business environment for all who live, work or visit our community.	1. Improve traffic flow out of Ontario Beach Park parking areas on Lake Avenue at the end of special events or concerts.	1. Control the flow of traffic on Lake Avenue to accommodate large volume of traffic leaving the area. Continue to use the shuttle service when appropriate.	LEAD: Sector SUPPORT: Police COMMUNITY RESOURCE: OBPPC
	2. Enforce “No Standing” signs in front of #42 School in order to eliminate traffic flow problems and ensure safety for children.	1. Work with School #42 principal to establish a process for accomplishing safe pickup and drop off of school children.	LEAD: City School District SUPPORT: Sector
	3. Eliminate the perception that there is only one police car assigned to Charlotte.	1. Work with RPD Lake Section to establish a communication process with Charlotte residents to explain patrol assignments and coverage for the community.	LEAD: Sector SUPPORT: NET, Police

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5. Deliver or provide direction for the services needed by seniors, youths, families and individuals that is consistent with our “Community that Cares” philosophy.	1. Increase awareness of all programs and communicate availability to residents.	1. Work with the City of Rochester to identify programs and establish a communication method to promote program awareness.	LEAD: Sector SUPPORT: DPRHS
	2. Increase awareness of available programs for senior citizens in the Charlotte area.	1. Establish an awareness program targeting senior citizens.	LEAD: Sector SUPPORT: NET
		2. Develop a resource manual for seniors.	LEAD: Sector SUPPORT: NET
	3. Increase awareness of available programs for single parent families offered by the local churches and organizations (i.e., child care and counseling).	1. Create CCA coordinated effort advertising the services available to families at the various churches and at the Miriam Family Center.	LEAD: Sector COMMUNITY RESOURCE: Charlotte Community Association (CCA)
6. Strengthen our parks as community assets which will provide our residents and visitors with family oriented environments that are well maintained, supervised and easily accessible.	1. Upgrade and maintain Turning Point Park and other parks within the sector.	1. Establish regular clean-up programs and advertise the availability of assets.	LEAD: DPRHS SUPPORT: Sector
		2. Enforce ATV and snowmobiling bans and other nuisance violations in Turning Point Park	LEAD: NET SUPPORT: Sector

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7. Inform Charlotte residents and businesses regarding all construction and environmental changes that will occur over the next 18 months.	1. Establish communication process to inform the community.	1. Establish a regularly published section in the CCA newsletter about environmental changes.	LEAD: Sector SUPPORT: DES
		2. Encourage NET seasonal office as a focal point for addressing quality of life issues.	LEAD: NET SUPPORT: Sector